

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-29. (Cancelled)

30-60. (Cancelled)

61. (New) A male fastener product constructed for releasable engagement with a loop material, the product comprising:

a base layer of plastic resin and

a field of loop-engageable hooks having molded plastic stems protruding from one side of the base layer;

wherein an oppositely directed side of the base layer supports printing that is visible from at least one side of the product.

62. (New) The male fastener product of claim 61 in the form of a laminate in which the printing is carried by preformed sheet material that is supported by the oppositely directed side of the base layer.

63. (New) The male fastener product of claim 62 in which the sheet material comprises plastic resin.

64. (New) The male fastener product of claim 63 in which plastic resin of the sheet material is of the same general character as the plastic resin of which the base layer is formed, and the sheet material is supported directly by the oppositely directed side of the base layer.

65. (New) The male fastener product of claim 64 in which the plastic resin of the sheet material and of the base layer comprises polyethylene.

66. (New) The male fastener product of claim 62 in which the sheet material comprises paper.

67. (New) The male fastener product of claim 62 in which substance of the base layer bonds the sheet material to the base layer.

68. (New) The male fastener product of claim 62 in which the sheet material is in an in situ laminated relationship with the base layer.

69. (New) The male fastener product of claim 68 in which the printing is in pre-applied state on the preformed sheet material and has been exposed to the conditions producing said in situ lamination.

70. (New) The male fastener product of claim 69 in which the printing lies on a face of the sheet material that is directly joined to the base layer.

71. (New) The male fastener product of claim 68 in which the printing lies on a face of the sheet material that is directed oppositely from that face of the sheet material that is in the in situ laminated relationship with the base layer.

72. (New) The male fastener product of claim 71 in which the printing is in pre-applied state on the sheet material and has been exposed to the conditions of the in situ lamination.

73. (New) A male fastener product in the form of a laminate and constructed for releasable engagement with a loop material, the product comprising:

a base layer of plastic resin and

a field of loop-engageable hooks having molded plastic stems protruding from one side of the base layer;

wherein an oppositely directed side of the base layer is joined to a side of preformed sheet material, the sheet material bearing printing visible from the side of the sheet material that is directed oppositely from the side of the sheet material joined to the base layer.

74. (New) The male fastener product of claim 73 in which the sheet material comprises plastic film.

75. (New) The male fastener product of claim 73 in which the sheet material comprises paper.

76. (New) A male fastener product in the form of a laminate and constructed for releasable engagement with a loop material, the product comprising:

a base layer of plastic resin and

a field of loop-engageable hooks having molded plastic stems protruding from one side of the base layer;

wherein an oppositely directed side of the base layer is joined to a side of preformed sheet material;

the sheet material bearing printing,

the plastic resin of which the hooks and base layer are formed being substantially transparent,

and the printing being visible from the side of the product having loop-engageable hooks.

77. (New) The male fastener product of claim 76 in which the sheet material bears printing on its side that is joined to the plastic resin base layer.

78. (New) The male fastener product of claim 76 in which the sheet material comprises plastic film.

79. (New) The male fastener product of claim 76 in which the sheet material comprises paper.

80. (New) A male fastener product constructed for releasable engagement with a loop material, the product comprising:

a base layer of plastic resin and

a field of loop-engageable hooks having molded plastic stems protruding from one side of the base layer;

wherein an oppositely directed side of the base layer is joined to preformed sheet material by an infusion or diffusion bond formed by plastic resin of which the base layer is formed.

81. (New) The male fastener product of claim 80 in the form of an in situ laminate and in which the sheet material comprises plastic resin.

82. (New) The male fastener product of claim 80 in the form of an in situ laminate and in which the sheet material comprises paper.

83. (New) The male fastener product of claim 80 in the form of an in situ laminate and in which the sheet material joined on one side to the base layer by the bond, has an oppositely directed side from which hook-engageable loops extend.

84. (New) A method of making a strip-form product having an array of projections integrally molded with and extending from a side of the product, the method employing a pressure nip defined in part by a surface of a rotating molding roll, the molding roll defining an array of projection cavities extending inwardly from the surface of the roll, the method comprising:

introducing molten resin into the pressure nip such that the resin is forced into the cavities of the molding roll to mold a corresponding array of projections extending from a base layer of resin formed on the surface of the molding roll and

introducing preformed sheet material into the nip,

the method being conducted in the manner that the sheet material is permanently bonded to resin of the base layer in regions located directly beneath at least some of the upstanding projections by infusion or diffusion of the molten resin under pressure into the preformed sheet material;

solidifying the resin on the molding roll; and

stripping the product comprising solidified resin and bonded sheet material from the molding roll.

85. (New) The method of claim 84 in which outward portions of the projections overhang the base layer of resin as molded.

86. (New) The method of claim 84 in which the projections comprise fastener elements.

87. (New) The method of claim 86 wherein the fastener elements are configured to releasably engage loops.

88. (New) The method of claim 84 in which the preformed sheet material comprises a non-woven fabric.

89. (New) The method of claim 84 in which the preformed sheet material comprises paper.

90. (New) The method of claim 84 in which the preformed sheet material comprises foam.

91. (New) The method of claim 84 in which the preformed sheet material carries engageable fastener loops.

92. (New) The method of claim 84 in which the base layer of resin forms a continuous layer along the product.

93. (New) The method of claim 92 in which the base layer of resin is coextensive in width with the product.

94. (New) The method of claim 84 in which the preformed sheet material is coextensive in width with the product.

95. (New) The method of claim 84 in which the preformed sheet material forms a backing of the product.

96. (New) The method of claim 95 in which the projections comprise fastener elements and in which the preformed sheet material carries engageable fastener loops.

97. (New) The method of claim 84 in which the base layer of resin forms a broad sheet underlying all of the projections.